



## VACANCY ANNOUNCEMENT

**Position Title: Recruitment and Community Outreach Coordinator**

**Position #: 100290**

**Position Status: Full-Time**

**Reports To: Associate Vice President of Enrollment Management and Marketing**

### **DUTIES AND RESPONSIBILITIES:**

1. Recruitment Event Coordination:

- Plan, organize, and execute on-campus and off-campus recruitment events to attract prospective students to Otero College.
- Collaborate with academic departments, student organizations, and other college units to ensure a diverse range of engaging recruitment activities.
- Develop a wide range of recruitment fair options and use critical thinking and strategic enrollment planning skills to determine an annual recruiting calendar of fruitful recruiting locations.
- Coordinate travel approvals and itinerary/reservations for stipend college recruiters when out of town/overnight travel is necessary.
- Oversee event logistics, including venue reservations, catering, staffing, and promotional materials.
- Execute group and campus tours and oversee the coordination of academic department, athletic, or interest area highlights.
- Manage daily process in the Recruit platform and oversee all communication plans and inquiries from prospective students.
- Works with the Enrollment Management team and CTE program leads to identify relevant and appropriate recruiting opportunities (i.e.. State FFA, FBLA, DECA conferences), secure college recruiters to attend events, or attend on behalf of the college.
- Develop and oversee an Otero Student Ambassador program utilizing Otero students to conduct tours, visit local middle and high schools, and assist with on campus recruitment events.

2. Discovery Day and Otero Arts Festival Planning:

- Lead the planning and execution of the annual Discovery Day, a campus-wide event designed to showcase Otero College to high school students and their families.
- Organize and manage the Otero Arts Festival, an event highlighting the creative talents of local middle and high school students.
- Coordinate event schedules, activities, and participants to ensure a successful and memorable experience for attendees.

3. Community Engagement and Outreach:

- Identify and participate in relevant community events, fairs, and gatherings where there is potential for student recruitment.
- Establish and maintain relationships with community partners, local schools, and organizations to expand Otero College's outreach efforts.
- Represent Otero College professionally and enthusiastically at community events, promoting the institution's programs and opportunities.

- Attend community meetings such as but not limited to La Junta Chamber of Commerce
4. Recruitment Metrics and Reporting:
    - Track and analyze recruitment event attendance, leads generated, and conversion rates to measure the effectiveness of different outreach efforts.
    - Prepare regular reports and updates on recruitment progress for college administration.
  5. Collaborative Teamwork:
    - Work closely with the Associate Vice President of Enrollment Management and Marketing as well as the Admissions team to align recruitment strategies with enrollment goals and initiatives.
    - Collaborate with marketing and communication personnel to ensure consistent and effective promotional materials for recruitment events.
    - Work with the Enrollment Management team to ensure efficient and seamless completion of all marketing, design, printing, and scheduling requests needed from campus and community stakeholders are executed.

*See Human Resources for a complete job description.*

#### Minimum Qualifications:

- Bachelor's degree or an equivalent combination of education and/or relevant work experience may substitute for year-for-year for the degree
- Excellent interpersonal and communication skills to effectively engage with diverse audiences
- Proficiency in using productivity tools and software (e.g., Microsoft Office Suite, event management software)
- Willingness to work flexible hours, including evenings and weekends, to accommodate events and community engagement opportunities.
- Valid driver's license with a good driving record

#### Preferred Qualifications:

- Bachelor's Degree in Marketing, Communications, Education, or a related field
- Experience in event planning, community outreach, or student recruitment
- Enthusiastic, creative, and resourceful in developing innovative recruitment strategies
- Work experience in a higher education setting
- Three or more years of customer service, sales or marketing experience
- Possesses an outgoing personality and a genuine interest in helping students make informed choices about their futures
- Ability to work cooperatively and effectively with diverse student populations with special emphasis on first-generation, low-income, and students of color.
- Educational philosophy in alignment with a small rural community college

#### **SALARY:**

\$43,000 to \$46,000 with an excellent and highly competitive benefits package including PERA retirement, health, vision, dental, life insurance, and sick and annual leave  
12-month position renewable positions

#### **APPLICATION INSTRUCTIONS**

**For consideration, an applicant file must contain:**

1. Cover letter that addresses the minimum and preferred qualifications
2. Resume
3. Copies of transcripts (A.A., B.A., and M.A.)
4. Names, addresses, and phone numbers of 3 professional references

## **APPLICATION DEADLINE**

Open Until Filled – 1<sup>st</sup> review of applications will be on August 10, 2023

## **POSITION START DATE:**

August 2024

## **Submit Application Packet To:**

Otero College  
Attn: Kelsey Barbee  
Director of Human Resources  
1802 Colorado Ave  
La Junta, CO 81050  
FAX: (719) 384-6947

**Or Email To:** [kelsey.barbee@otero.edu](mailto:kelsey.barbee@otero.edu)

## **Inquiries May Be Directed To:**

Kelsey Barbee  
(719) 384-6824

*Applicants must submit to and pass a background check before an offer of employment can be extended.*

***\*\*Please Note: Otero College is not able to provide sponsorship for applicants who do not currently have the legal right to work in the United States or require transfer of a Visa.\*\****

***\*\*Must be a resident of the State of Colorado or able to relocate to Colorado prior to first date of employment.\*\****

## **Notice of Non-Discrimination**

Otero College prohibits all forms of discrimination and harassment including those that violate federal and state law or the State Board for Community Colleges and Occupational Education Board Policies 3-120 and 4-120. The College does not discriminate on the basis of sex/gender, race, color, age, creed, national or ethnic origin, physical or mental disability, veteran status, pregnancy status, religion, genetic information, gender identity, or sexual orientation in its employment practices or educational programs and activities. Otero College will take appropriate steps to ensure that the lack of English language skills will not be a barrier to admission and participation in vocational education programs.

The College has designated Kelsey Barbee, Director of Human Resources, as its AFFIRMATIVE ACTION (AA), OFFICER, EQUAL OPPORTUNITY (EO), AND TITLE IX COORDINATOR with the responsibility to coordinate its civil rights compliance activities and grievance procedures. If you have any questions, please contact Kelsey Barbee, Director of Human Resources at 719-384-6824, [kelsey.barbee@otero.edu](mailto:kelsey.barbee@otero.edu), or 1802 Colorado Ave. McDivitt Hall RM# 140, La Junta, CO 81050.

You may also contact the Office for Civil Rights, U.S. Department of Education, Region VIII, Federal Office Building, 1244 North Speer Boulevard, Suite 310, Denver, CO 80204, telephone (303) 844-3417.

***The Federal Clery Act (The Student Right to Know and Campus Security Act of 1990) requires all institutions of higher learning to make available to prospective employees the agency's Annual Security Report/Campus Crime Statistics. A paper copy of this report can be obtained at the Student Services Center upon request or at: <http://www.ojc.edu/content/marketing/catalog.pdf>. This report includes statistics for the previous three years concerning crimes that occurred on campus or on property controlled or owned by Otero College, as well as public property within, or immediately adjacent to and accessible from, our campus.***

***Former employees of the Colorado Community College System or one of its 13 colleges, who were disciplinarily terminated or resigned in lieu of termination, must disclose this information in your application packet***

**Qualified protected class individuals are encouraged to apply**

Otero College must comply with the Immigration Reform and Control Act of 1986. If hired you will be required to provide documents to show your identity and authorization to work. In addition, Colorado fiscal rules require direct deposit for all new employees.

## **ABOUT OTERO COLLEGE:**

Founded in 1941, Otero College is an accredited Hispanic Serving Institution and is a state two-year community college with approximately 1500 students (1250 FTE) made up of traditional, non-traditional and international students. The college is governed by the State Board for Community Colleges and Occupational Education. Otero is located on an attractive 40-acre campus on the southern edge of La Junta, Colorado. The college is a full-service campus with dormitory housing, food service, men's and women's varsity intercollegiate athletics, and state-of-the-art educational technology. The city of La Junta has a population of approximately 8,000 and is located on Highway 50, sixty miles east of Pueblo. The college serves the residents of Otero, Bent, and Crowley counties. This rural geographic area in southeast Colorado is primarily agriculture based and has a population of approximately 33,000 people. Students at Otero can earn degrees in Associate of Arts, Associate of Science, Associate of Applied Science, Associate of General Studies or an Associate Degree in Nursing. Students who wish to pursue vocational occupations will find over a dozen one- and two-year certificate programs available. Career and Technical Education certificate programs at Otero include:

- Advanced Ag/Business Management
- ABM Financial Analysis
- Ag/Business Marketing and Risk Management
- ABM Records and Business Planning
- Rural Business Entrepreneurship
- Cosmetology
- Hair Stylist
- Nail Technician
- Esthetician
- Crop Production
- Intro to Horticulture
- Horticulture
- Emergency Medical Technician
- EMT Intermediate
- Community Health Worker
- Law Enforcement Training Academy
- Livestock Production
- Agriculture Production Management
- Artificial Insemination
- Nurse Aide
- Practical Nursing
- Phlebotomy
- Oxyacetylene
- Welding Fundamentals I
- Welding Fundamentals II
- Welding Production
- Advanced Welding Pipe
- Advanced Welding Railroad

To learn more about Otero College, visit the college's website at [www.otero.edu](http://www.otero.edu).

## **OTERO MISSION STATEMENT:**

To provide quality higher education that is accessible, transforms lives, expands employment opportunities, enriches our communities, promotes individual and global cultural diversity, and fosters economic development.